

CIA 2.06.1

OR 91 GAYNOR & DUCAS

HELP WANTED AT THE CIA

The Central Intelligence Agency has always advertised for personnel—but ever so discreetly, in small journals aimed at linguists, cartographers and other specialists. Now the agency has shed its modesty in favor of a spy-novel come-on. "We're looking for special men and women who still have a spirit of adventure," proclaims one of the ads that have appeared in twelve metropolitan newspapers over three recent Sundays. "Withstand hardship, make on-the-spot decisions . . . escape from routine," urges another.

Most of the CIA's recruiting is still done at graduate schools. But last year, the agency began running small newspaper ads to help fill the ranks of its directorate of operations—the old "dirty tricks" department. The response was so encouraging that the CIA's New York ad agency, Gaynor & Ducas, worked up a new series of spy-catching ads for this summer—keyed

Central Intelligence Agency

If you want to be
on the inside of
international affairs,
we have a job for you.

It's not a job for everybody. It's for a few very special men and women who have the special talents and skills for intelligence gathering, analysis, and self-motivation to work in a demanding environment. It's a job for those who can make on-the-spot decisions. It's a job for those very special people who are information gathering specialists for the Central Intelligence Agency.

Come-on: Appeal to would-be Bonds

to buzz words such as "self-reliance," "adventure" and "self-motivation." A single ad in The New York Times brought in 2,300 letters and résumés, out of which the CIA figures to net perhaps 100 qualified applicants. If the over-all results are promising, officials say, the Company may take its search for would-be Bonds one step further—by advertising in skin-diving, skiing and parachuting magazines.